

ORDER



Orders
Order / Rev: 724584
Alt Order #: 06393615
Product Desc: THOMAS PETERFFY
Estimate: 1547
Flight Dates: 10/25/12 - 11/06/12
Original Date / Rev: 10/24/12 / 10/24/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Peterffy, Thomas
Demographic: A35+
Product Codes: IS-Issue/Non Ballot
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	17	\$97,000.00	\$82,450.00
10/29/12	10/31/12	19	\$128,000.00	\$108,800.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	17	\$97,000.00	\$82,450.00	0.00
November 2012	19	\$128,000.00	\$108,800.00	0.00
Totals	36	\$225,000.00	\$191,250.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/25/12	10/26/12	M-F 7-9a Today Today Show	CM	7a-9a	---TF--	1:00	3	\$5,000.00	P-5	0.00	NM	3	\$15,000.00
1X TH 2 X FRI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--					3	\$5,000.00		0.00			
E 2	WKYC	10/25/12	10/26/12	M-F 10-11a M-F 10-11a	CM	10a-11a	---TF--	1:00	2	\$2,400.00	P-5	0.00	NM	2	\$4,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--					2	\$2,400.00		0.00			
E 3	WKYC	10/25/12	10/26/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	---TF--	1:00	2	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--					2	\$1,000.00		0.00			
E 4	WKYC	10/25/12	10/26/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	---TF--	1:00	2	\$7,600.00	P-5	0.00	NM	2	\$15,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--					2	\$7,600.00		0.00			
E 5	WKYC	10/26/12	10/26/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	----F--	1:00	1	\$16,000.00	P-5	0.00	NM	1	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$16,000.00		0.00			

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Advertiser: Peterffy, Thomas
 Product Desc: THOMAS PETERFFY
 Estimate: 1547

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WKYC	10/25/12	10/27/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	---T-S-	1:00	2	\$9,000.00	P-5	0.00	NM	2	\$18,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T-S-	2		\$9,000.00		0.00						
E 7	WKYC	10/26/12	10/26/12	Fri Prime C Fri Prime C	CM	10-11p	----F--	1:00	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$3,000.00		0.00						
E 8	WKYC	10/27/12	10/27/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	1:00	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$5,000.00		0.00						
E 9	WKYC	10/27/12	10/27/12	Sat Prime C Sat Prime C	CM	10-11p	-----S-	1:00	1	\$7,000.00	P-5	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$7,000.00		0.00						
E 10	WKYC	10/27/12	10/27/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	1:00	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$5,000.00		0.00						
E 11	WKYC	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	1:00	1	\$6,000.00	P-5	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$6,000.00		0.00						
E 12	WKYC	10/29/12	10/31/12	M-F 7-9a Today Today Show	CM	7a-9a	MTW----	1:00	4	\$5,000.00	P-5	0.00	NM	4	\$20,000.00
1X M,W 2X TUE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTW----	4		\$5,000.00		0.00						
E 13	WKYC	10/29/12	10/31/12	M-F 10-11a M-F 10-11a	CM	10a-11a	MTW----	1:00	3	\$2,400.00	P-5	0.00	NM	3	\$7,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTW----	3		\$2,400.00		0.00						
E 14	WKYC	10/29/12	10/31/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	MTW----	1:00	3	\$1,000.00	P-5	0.00	NM	3	\$3,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTW----	3		\$1,000.00		0.00						
E 15	WKYC	10/29/12	10/31/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MTW----	1:00	3	\$7,600.00	P-5	0.00	NM	3	\$22,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTW----	3		\$7,600.00		0.00						
E 16	WKYC	10/29/12	10/31/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	MTW----	1:00	3	\$16,000.00	P-5	0.00	NM	3	\$48,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTW----	3		\$16,000.00		0.00						
E 17	WKYC	10/29/12	10/31/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MTW----	1:00	3	\$9,000.00	P-5	0.00	NM	3	\$27,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTW----	3		\$9,000.00		0.00						
													Totals	36	\$225,000.00